Please, PLEASE don't allow this. The endless, loud chatter of bored flyers when others are trying to read and sleep would be a massive nuisance. Cell phone users already tend to speak much more loudly than they realize, and having to speak over the jet engines would just make this worse. Passengers on the phone would not be able to hear announcements from the flight crew and could also make it impossible for others to hear those announcements as well. Also, there would be no way to escape someone having a private conversation of a nature that would be inappropriate for young flyers to hear. Let's keep it quiet up there. If you must allow some form of cell phone use, how about text messaging only?